



Marketing News You Can Use

Delaware Department of Agriculture Marketing Section



A MESSAGE FROM THE SECRETARY

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Dear Fellow Farmers and Friends of Agriculture,

Spring is here. I love the sounds and sights of agriculture as you are out in the fields turning Delaware's rich soils and planting the crops that will grace our family tables and those of many families outside of Delaware. Now is the time to anticipate the delicious taste of our strawberries and green asparagus that will soon flower and spear on farms throughout Delaware. There is nothing better than a strawberry shortcake made with fresh, just picked, local strawberries or tender-crisp succulent local asparagus tossed with butter.

On a more somber note, I want to address the budget crisis. We are faced with serious funding cuts in State government both in this fiscal year and the next. I concur with Governor Markell's call for shared sacrifice as we in DDA strive to continue to provide the quality services necessary to sustain and grow Delaware's more than \$1 billion industry. The best thing we can do for Delaware's economy is to keep Delaware agriculture strong and viable. To this end, we will be an advocate for our farm and agricultural industry and continue to help you:

- Market your products.
- Fight plant pests and invasive species.
- Protect the health of your poultry and livestock.
- Receive equity in the marketplace.
- Inspect and grade your products for quality and food safety.
- Protect your environment.
- Preserve your farmland, forestland, and way of life.
- Recruit needed companies and resources to expand our industry.
- Make the public more aware of the importance of agriculture in their lives.



On the land preservation front, Delaware just commemorated National Agriculture Week with Governor Markell's announcement that Delaware's Agricultural Lands Preservation Program has permanently preserved 500 farms – a huge step in maintaining the critical land mass necessary to sustain and grow our agricultural industry.

Sincerely,

Ed Kee
Secretary of Agriculture
edwin.kee@state.de.us
(302) 698-4500

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Designed to advertise anything you would typically sell at a farmers' market or an on-the-farm market in Delaware, visit www.defoodtrader.org

FARM FACTS:

Over 8,300 Delawareans currently live in farm households



A Message From YOUR Marketing Manager

Dear Fellow Farmers:

Following the success of the DDA Marketing Team's first ever Farm Summit, many of you have requested that our marketing staff and management assist you with developing new opportunities for the upcoming produce season.



I personally have flexed my schedule in an effort to be available to many of you to assist you with developing new accounts and opportunities for your produce. I have been meeting with Food Lion in recent weeks and I am scheduled to meet with Wal-Mart, Acme, Shop Rite, Giant Foods, Pathmark and several other retail accounts. This is your opportunity to take advantage of the expertise that our marketing staff has to offer.

I know many of you are in the fields right now planting your seeds with the expectation of having a successful season. As in the past, our marketing team again can assist you in your objectives.

As I've said many times, you must "sell before your sow".

As you know we've have great success in the past several years getting retailers to "buy local" and promote local produce in-season. Again this year, I have spoken to several major retailers about our "buy local" program and they are excited to again participate this year.

For those of you who have a niche product such as organic or hydroponic, please feel free to contact us if you need assistance. Recent surveys have confirmed that niche products and specialty items are becoming more and more popular. It doesn't matter the size of your crop or product; there's probably a market for it.

Again...we stand ready to serve and assist you in developing new opportunities for the 2009 season.

Orlando J. Camp
Marketing Manager
orlando.camp@state.de.us
(302) 698-4600

2009 Farmers' Market Season Kicks Off in April

The 2009 Delaware farmers' market season is right around the corner and this year promises to be bigger and better *and* more profitable than last year for participating farmers.

The Delaware Department of Agriculture (DDA) is pleased to announce that it will promote 15 farmers' markets statewide, an increase from 11 last year, for the upcoming season:

- **Bethany Beach Farmers' Market**
- **Brandywine Urban Farmers' Market (new)**
- **CAMP F.R.E.S.H. Community Garden & Farmers' Market**
- **Carousel Park Farmers' Market (new)**
- **Delaware State University Farmers' Market**
- **Fenwick Island Farmers' Market**
- **Historic Lewes Farmers' Market**
- **Legislative Hall Farmers' Market (new)**
- **Little Italy Neighborhood Association Farmers' Market**
- **Middletown Farmers' Market (new)**
- **Milford Farmers' Market**
- **Rehoboth Beach Farmers' Market**
- **Seaford Artisans & Farmers' Market**
- **Wilmington Farmers' Market**
- **Wilmington Hospital Campus Farmers' Market**

For a complete list of Market locations, hours of operation and contact information to become a vendor, you can also visit the brand new DDA Marketing website at www.delawarefresh.com

The DDA encourages *ALL* Delaware farmers to get involved with the farmers markets.

"It is essential that Delaware farmers get involved with these markets," said DDA Marketing Communications Officer Kelli Steele. "We want quality produce at Delaware farmers' markets and who better to provide that quality than Delaware farmers."

The number of farmers' markets in Delaware has more than doubled since 2005 and the number of Delaware farmers becoming involved as vendors with the local markets is steadily increasing. In 2008, the DDA supported and helped to promote 11 farmers'

markets.

This year, 15 markets are set to open. The first **new** market is set to open in Middletown April 11.

"The Middletown Farmers' Market, to be located in the parking lot of Forest Presbyterian Church parking lot, is set to be that City's premier producer-only market," said Market Manager Alison Howard. "The market is scheduled to open Saturdays, April through Thanksgiving (see www.delawarefresh.com for complete info). Our market will feature Certified Organic vegetables, fresh cut flowers, juicy fruits (including Asian pears), herbal vinegars and soaps, artisan breads, and cheese, pond plants, bedding plants, tropical plants, landscape ornamentals and much more."

Another new market is set to open this season; this one at Carousel Park Equestrian Center on Route 7 in Wilmington on May 22.

"I'm already nicknaming the Carousel Park Farmers' Market, the 'Market in the Park,'" said Market Manager Reynold Cierniak. "This is a gorgeous location for our market which will feature all kinds of fresh fruits and veggies, as well as baked goods, flowers and cheese. The market is scheduled to open Fridays, Memorial Day through Labor Day (see www.delawarefresh.com for complete info).

The third new market set to open this season will be located at Legislative Mall in front of Legislative Hall in Dover on July 1 (see www.delawarefresh.com for complete info). This market is a cooperation between the Division of Public Health (DPH), the Delaware Department of Agriculture (DDA), Delaware State Parks, Office of Management and Budget (OMB) and other partners.



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"The market will include educational messages on the importance of consuming fruits and vegetables as it relates to obesity and chronic disease prevention, as well as messages on the importance of buying local as it supports the agriculture industry and local economy," said Michelle Eichinger, DPH's Physical Activity Program Administrator and the state's Fruit and Vegetable Nutrition Coordinator.

Delaware's 4th new farmers' market, the Brandywine Urban Farmers' Market, is set to open this year on July 13 and run through August. Again, log on to www.delawarefresh.com for complete info.

"My congratulations to the DDA Marketing Section that has continued to help communities across Dela-

ware maintain existing Farmers' Markets and develop new Farmers' Markets," said Agriculture Secretary Ed Kee. "In 2005, there were three farmers' markets. With the 2006 advent of a new Marketing Section in the Department of Agriculture, the Farmers' Market Program has grown by leaps and bounds. In 2009 we are looking forward to the opening days of 15 farmers' markets throughout Delaware.

If you're interested in becoming a vendor at any of the state's farmers' markets, contact Kelli Steele at (302) 698-4519 or by e-mail at kelli.steele@state.de.us or log on to www.delawarefresh.com for a complete list of the markets. You can then contact each market manager individually.

Make Family Health A Top Priority



Work physical activity into every day and encourage your kids to do the same.

Moderate activity can be as simple as walking or bicycling around the neighborhood or washing the car. Try to engage in more vigorous activity three times a week or as often as possible. If kids are interested, promote participation in team sports as well as activities they can do on their own, like rollerblading and jumping rope.

While potato chips, cookies and other high calorie snacks are fine on occasion, purchase them sparingly and be sure to stock up on healthy snacks, including nuts, dried and fresh fruits, whole grain crackers, and low fat cheese.

Resolve to cut down on eating out, especially fast food meals. Enjoy more meals together as a family and remember – half the plate should be filled with fruits and vegetables. Make sure the TV is turned off during dinner.

Limit or eliminate soda and other sweetened drink purchases for the home. Offer sparkling water, fat free milk, and 100% fruit juice (in limited amounts). Although diet drinks are not recommended for children

(the jury is still out on any health effects), they can be used to make the bridge from sugary to healthier drinks.

Be aware of portion sizes - avoid piling on. Start with a small portion, take your time eating and help yourself to more if you're still hungry. This goes for kids, too. Use smaller plates and glasses for children. Don't insist that they clean their plates, but do ask kids to sample a variety of foods.

Put the family on a TV budget. If kids know they are limited to one or two hours of TV viewing per day, it will help them to budget their time and make choices about the programs they really want to watch.

Be aware of yourself as a role model. No matter what you *say*, your children are observing what you *do*. Your eating and activity habits will help to teach them how a healthy adult behaves.

Set goals for the family, and rewards for reaching them. Chart your progress for daily physical activity, TV viewing, fruit and vegetable consumption and beverage choices. When you reach your goals, celebrate success with a fun family outing, such as a trip to a skating rink or the movies.